

THE COMMONWEALTH OF MASSACHUSETTS

EXECUTIVE OFFICE OF ENERGY AND ENVIRONMENTAL AFFAIRS



Department of Agricultural Resources

251 Causeway Street, Suite 500, Boston, MA 02114
617-626-1700 fax: 617-626-1850 www.mass.gov/agr



Dear Massachusetts Farmer:

The Massachusetts Department of Agricultural Resources (MDAR) promotes Bay State farms and farm products. We highlight Massachusetts farms and agricultural businesses through publications, special events, B2B opportunities, and most importantly, on our website, www.Mass.gov/Massgrown. Helping you find profitable markets for your products is an important part of our job. As a Massachusetts producer, you are entitled to the many different listings on the MDAR website.

Please help us update your farm information. We want to send you pertinent information on programs that may assist you. The bi-monthly *Farm & Market Report*, which is sent out via email, is our best vehicle in getting this information out to you. Your information will be applied to our many online farm listings (Ag-tourism, PYO, etc.) on our Agri-Google map at www.Mass.gov/Massgrown. Please fill out attached survey and mail to: Farm Marketing Survey, MDAR, 251 Causeway St., Suite 500, Boston, MA 02114-2151 or fax back to 617-626-1850. If you prefer, you can email to Richard.LeBlanc@state.ma.us.

We also offer *Massachusetts grown and fresher* logo marketing materials, [details here](#).



Please feel free to contact me if you would like to talk about your listing or have any other questions or comments.

Thank you for your assistance,

Rick LeBlanc
Website Coordinator
Richard.LeBlanc@state.ma.us
617-626-1759



Massachusetts Farm Marketing Survey

Farm Name	County	
Farm Address	City/town	Zip
Mailing address (if different from above)		
Farm business phone	Home/cell phone (not published)	
Fax	Contact name	
Email	Website	

Type of Farming operation: What does your farm offer? Please limit to 50 words: e.g. Dairy farm with picnic area, hayrides, school tours, etc. Include hours if you don't have a website. This information will be used on the Agri-Google map: www.mass.gov/massgrown/map.

What crops do **You** Grow or Produce,
and how do you **market** them?

Please put a W, R, or P for **each** crop you produce

W = Wholesale, **R** = Retail, **P** = Pick-Your Own

*****Important – Only note crops/products **YOU** grow/produce*****

Example: W, R, P Apples

Fruits:

☐ Apples ☐ Blueberries ☐ Cranberries ☐ Nectarines ☐ Peaches ☐ Pears
☐ Plums ☐ Raspberries ☐ Strawberries ☐ Other _____

Vegetables:

☐ Ethnic crops ☐ Beans ☐ Cabbage ☐ Carrots ☐ Cucumbers
☐ Greens ☐ Herbs ☐ Lettuce ☐ Onions ☐ Parsnips
☐ Peas ☐ Peppers ☐ Potatoes ☐ Pumpkins ☐ Squash, summer
☐ Squash, winter ☐ Sweet Corn ☐ Tomatoes ☐ Turnips

Other _____

Important – Only notate crops/products YOU grow/produce

Flowers/Plants:

____ Annuals ____ Perennials ____ Cut Flowers ____ Trees/Shrubs ____ Christmas Trees

Value Added Farm Products:

____ Maple syrup ____ Honey ____ Baked goods ____ Cheese ____ Cider ____ Fiber

____ Jams/Jellies/Sauces ____ Milk ____ Tobacco ____ Wood Products

____ Clams/Shellfish Aquaculture ____ Forage crops (Specify) _____

Meat/Poultry Products:

____ Beef ____ Lamb ____ Pork ____ Eggs ____ Turkey ____ Chicken

Other _____

*Name of licensed slaughter facility (name & city):

Retail/Wholesale (USDA approved) _____

or MA Public Health Slaughter License # _____

Ag-tivities:

____ Mazes (corn, hay, etc.) ____ School Tours ____ Bus Tours ____ Birthday Parties

____ Tractor Hayrides ____ Horse Hayrides (*horse license required) ____ Corporate Events

____ Weddings ____ Petting Zoo ____ Farm Stay (B & B)

Other: _____

How do you market your crops/products in general? (check all that apply)

Wholesale to: ☐ supermarkets ☐ distributor(s) ☐ other farmstands
☐ schools or colleges ☐ restaurant(s) ☐ other _____

Retail through: ☐ your farm store/stand ☐ agri-tourism ☐ PYO (Pick Your Own) ☐ farmers' markets
☐ CSA ☐ café/deli/restaurant ☐ Farm Stay (B & B) ☐ internet/mail order

Of the above marketing outlets, are there any you don't currently use, but would like to pursue?

For the Massgrown Agri-Google Map: www.mass.gov/massgrown/map,

which **one** icon would you like to use to represent your farm business? Example of symbol:



____ Christmas Tree Farm

____ CSA Farm

____ Dairy Farm

____ Equine/Fiber/Livestock

____ Farm Stay (Bed & Breakfast)

____ Farm Stand/ Farm Market

____ Garden Center/Greenhouse/Nursery

____ Honey Producer

____ Maple Sugar House

____ Pick-Your-Own Farm

____ Organic Farm

____ Winery